OFF BEAT

★ A light rain at New York's Belmont Park must have made Marlboro marketing executives happy. The company handed out bright red Marlboro baseball caps to everyone attending the park that day—22,296 people. To ward off the rain, people put on their hats—and the result, a red sea punctuated by the white Marlboro logo.

Source: https://www.industrydocuments.ucsf.edu/docs/kbn00004

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